

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Richard C. Fuisz et al.

Confirmation No.: 9002

Patent No.: 7,127,418 B2

Issued: October 24, 2006

Application No.: 10/805,345

Filing Date: March 22, 2004

For: METHODS FOR DETERMINING CUSTOMER MOTIVATIONS IN
PURCHASING DECISIONS

Commissioner for Patents
Attn: Certificate of Correction Branch
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

REQUEST FOR CERTIFICATE OF CORRECTION
PURSUANT TO 37 CFR § 1.322 & 37 CFR § 1.323

It is respectfully requested that a Certificate of Correction be issued for the above-identified patent. The patent has **Four** errors; **Three** of which occurred through the fault of the Patent and Trademark Office, and **One** error was the fault of the applicant. Applicant's error occurred in good faith and are of a clerical or typographical nature, or minor character, and are not believed to constitute new matter or require examination.

Enclosed herewith please find a completed Certificate of Correction form.

- ☒ Please charge Deposit Account No. 23-3050 in the amount of **\$100.00**.
- ☐ A check in the amount of **\$100.00** is attached.
- ☒ The Commissioner is hereby authorized to charge any deficiency or credit any overpayment of the fees associated with this communication to Deposit Account No. 23-3050.

DOCKET NO.: IVMC-0003

PATENT

Date: March 29, 2007

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**UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION**

PATENT NO : 7,127,418 B2
DATED : October 24, 2006
INVENTOR(S): Richard C. Fuisz et al.

It is certified that errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Column 3,
Line 47, delete "may additional" and insert -- may have additional --.

Column 9,
Line 64, delete "selects" and insert -- selected --.

Column 12,
Lines 30-31, delete "labeling the" and insert -- labeling of the --.

Column 13,
Line 12, delete "causing computer" and insert -- causing a computer --.

MAILING ADDRESS OF SENDER: Woodcock Washburn LLP
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PATENT NO. 7,127,418 B2
No. of additional copies

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This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending on individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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